

MISSOURI DIVISION OF TOURISM

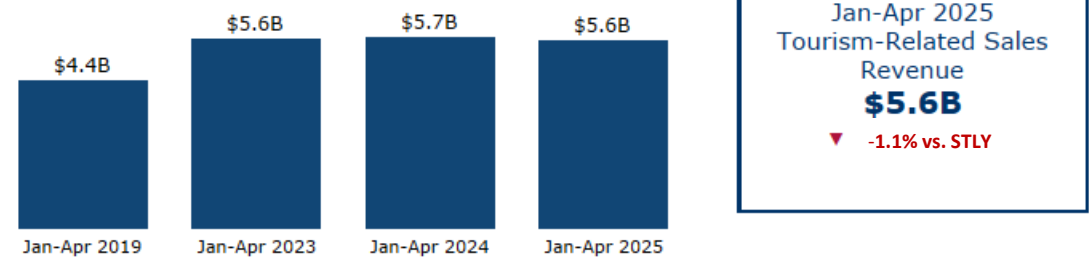
JUNE 2025 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 7/11/2025)





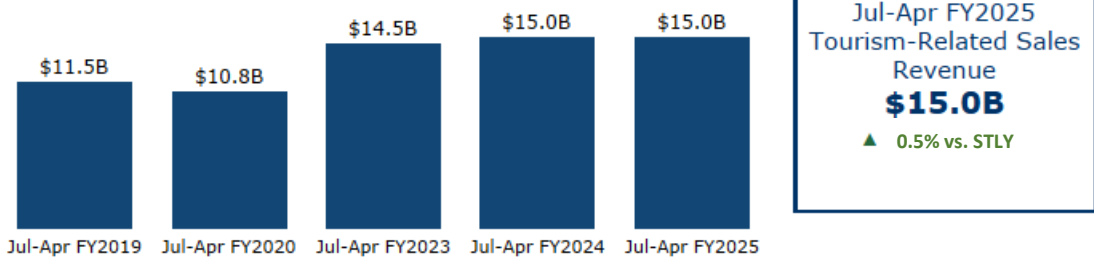
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

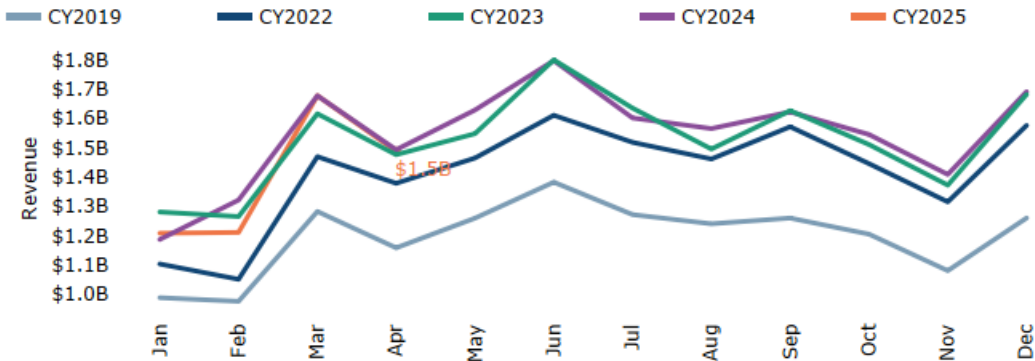


Fiscal Year-to-Date

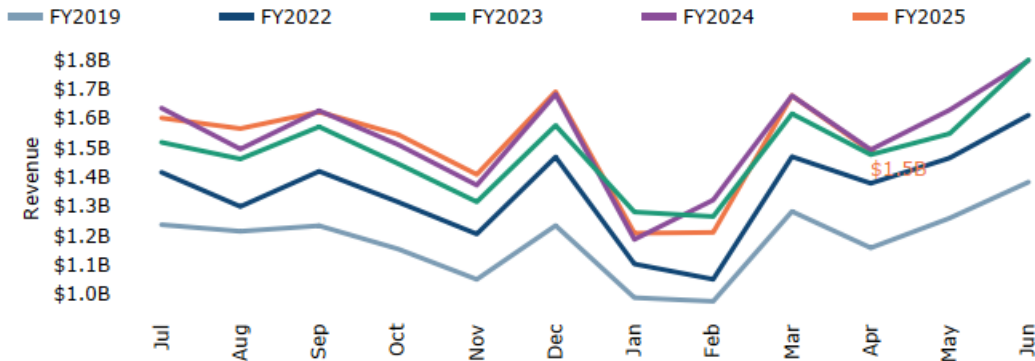
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

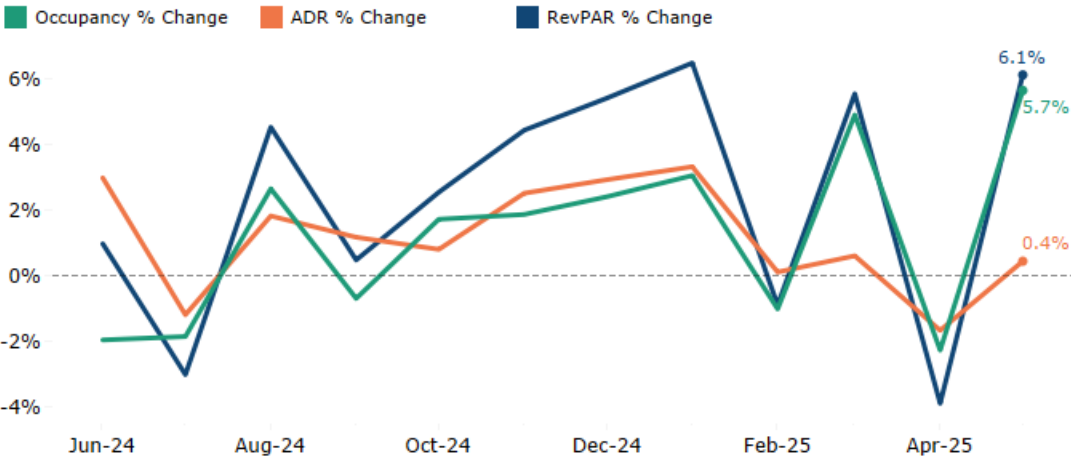
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
May 2025	63.1%	\$126	\$80	3.4M	2.1M	\$267.2M
Change vs. Previous Year	▲ 5.7%	▲ 0.4%	▲ 6.1%	▲ 0.1%	▲ 5.7%	▲ 6.2%
Year-to-Date	54.4%	\$120	\$65	16.2M	8.8M	\$1.1B
Change vs. Previous Year	▲ 2.2%	▲ 0.3%	▲ 2.5%	▲ 0.0%	▲ 2.2%	▲ 2.6%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
May 2025	39.1%	\$216	\$85
Change vs. Previous Year	▲ 2.5%	▲ 6.3%	▲ 9.0%
Year-to-Date	29.1%	\$185	\$54
Change vs. Previous Year	▼ 3.3%	▲ 7.5%	▲ 3.9%

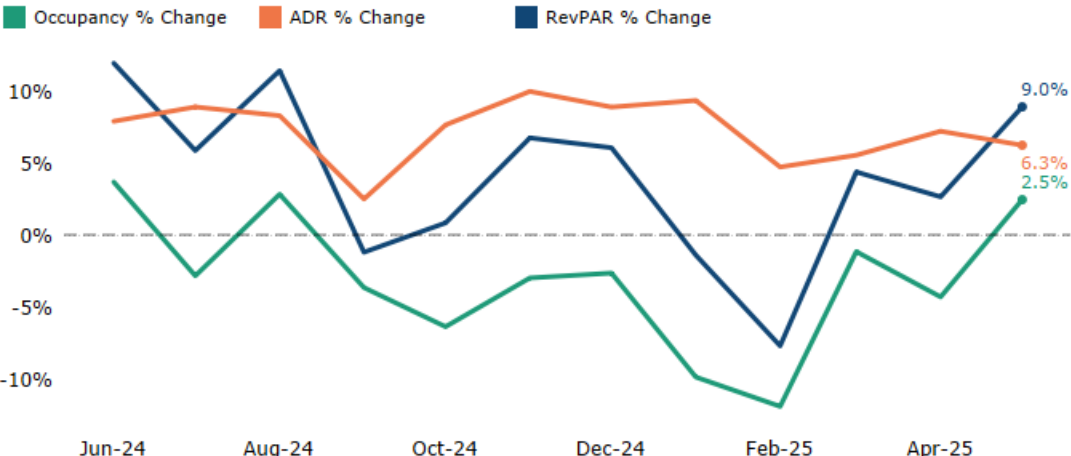
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

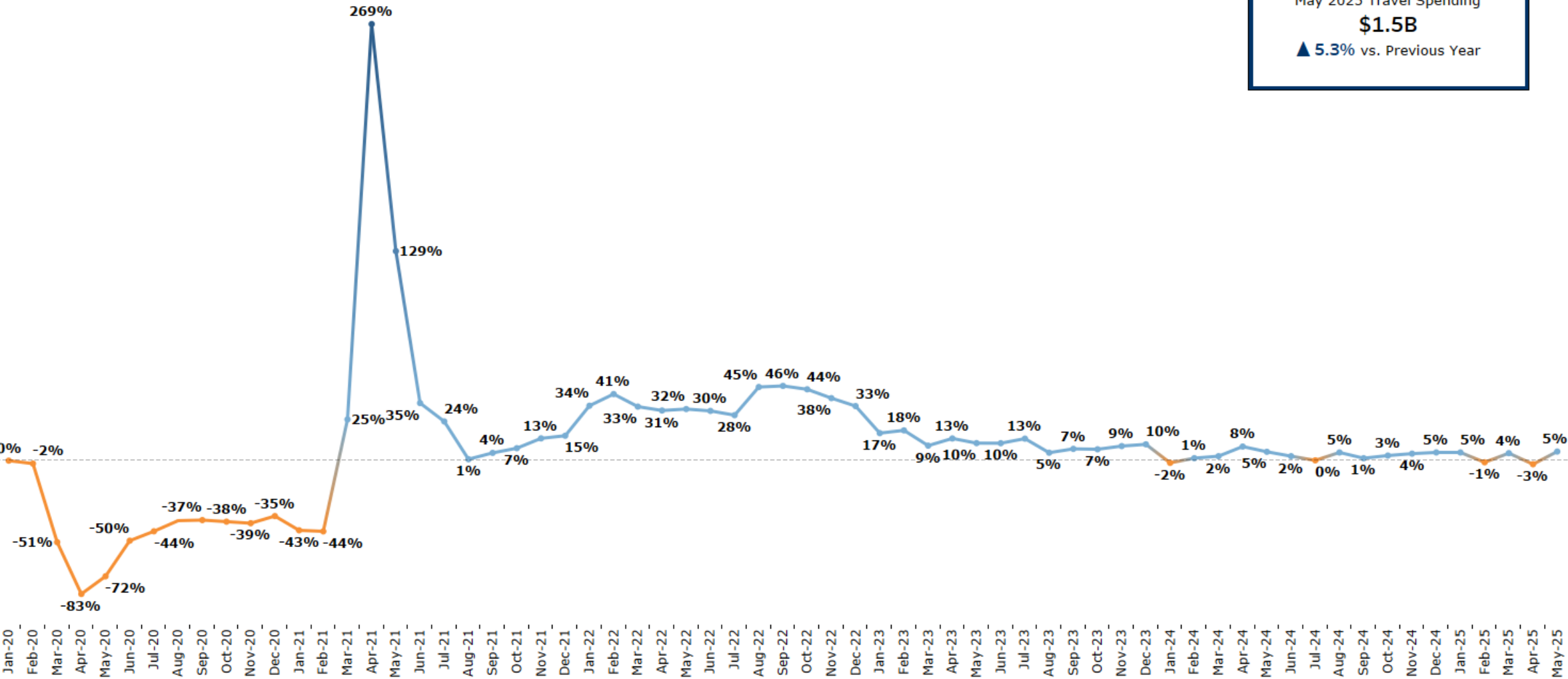


Source: STR
 Republication or other re-use of this data without express written permission of STR is strictly prohibited.

Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021

Travel Spending in Missouri

% Change from the same month in Previous Year



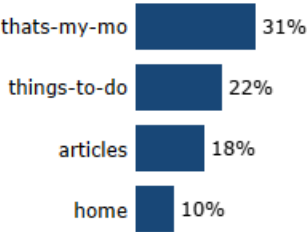


Calendar Year-to-Date

Jan-Jun 2025 Visits
832.2K
▼ -28.2% YOY

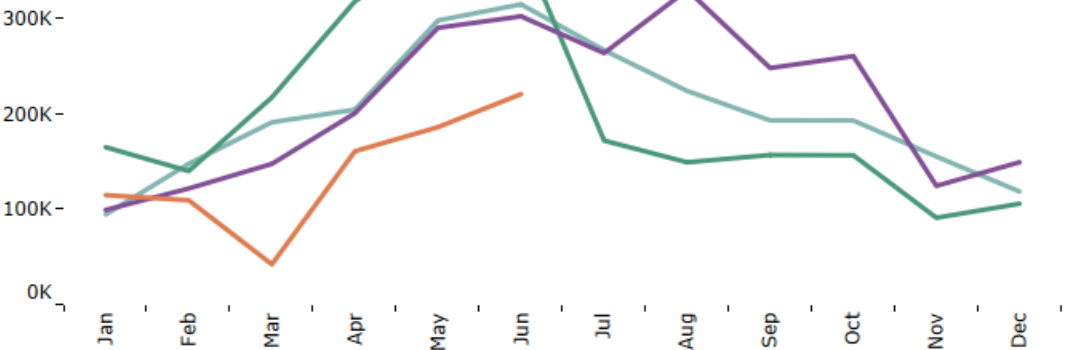


Top Content



Calendar Year Visits to VisitMO.com by Month

CY 2022 CY 2023 CY 2024 CY 2025



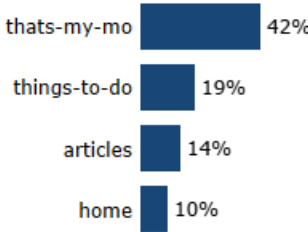
June 2025 hosted 220.4K visits, down 27.0% vs. Previous Year

Fiscal Year-to-Date

Jul-Jun FY2025 Visits
2.2M
▲ 10.9% YOY

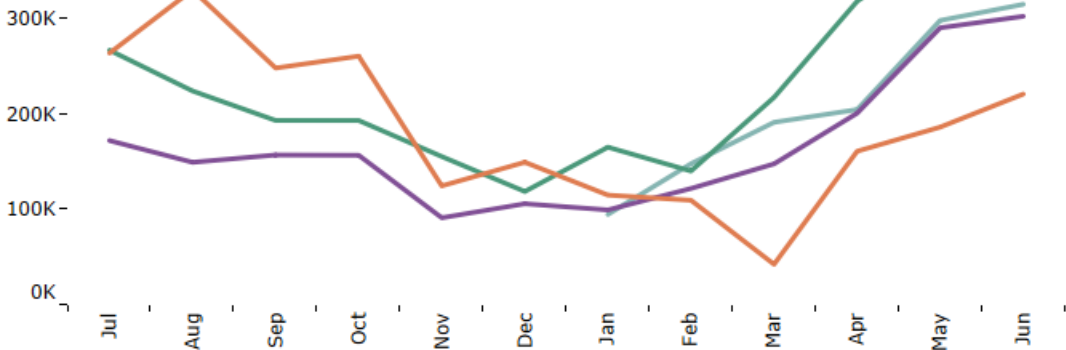


Top Content



Fiscal Year Visits to VisitMO.com by Month

FY 2022 FY 2023 FY 2024 FY 2025





Travel Guide Fulfillment

Jun 2025
10.6K
▼ -2.3% vs. STLY

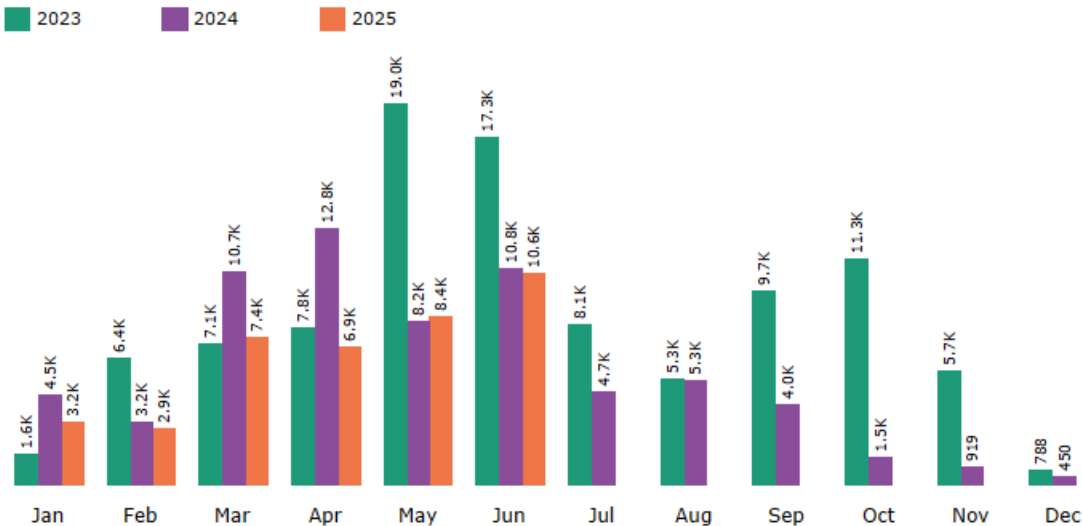
Jan-Jun 2025
39.3K
▼ -21.6% vs. STLY

Welcome Center Visits

Jun 2025
40.9K
▼ -14.4% vs. STLY

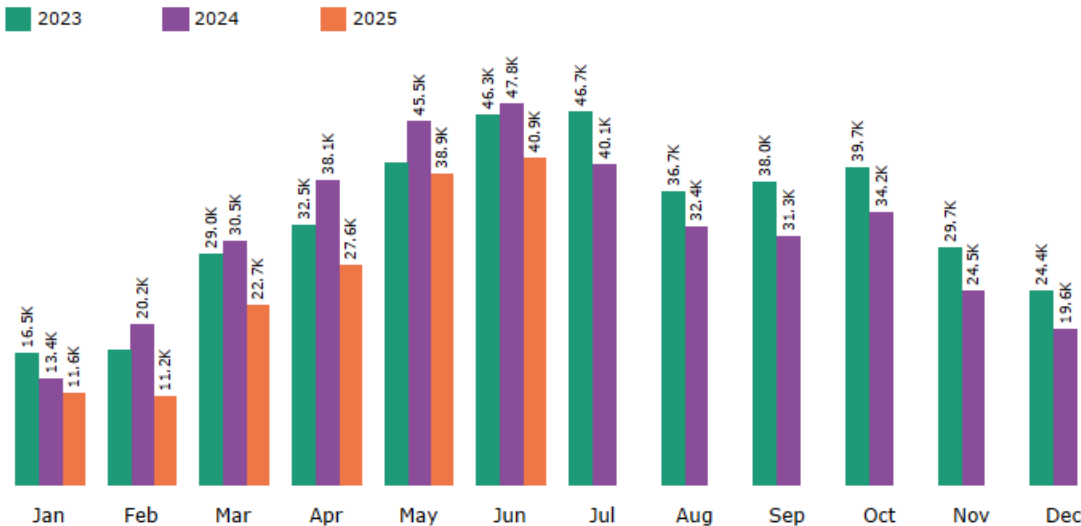
Jan-Jun 2025
152.8K
▼ -21.9% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

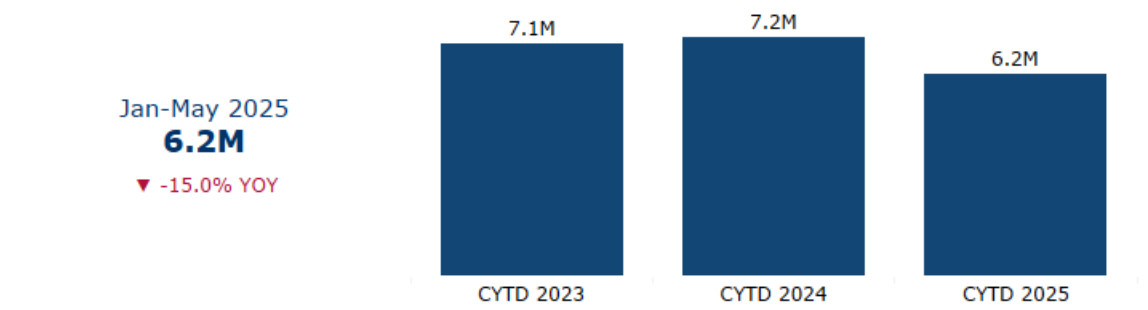


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

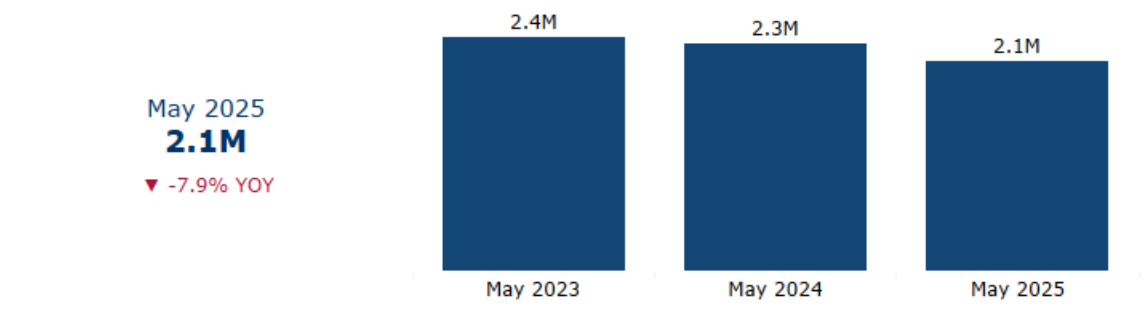
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

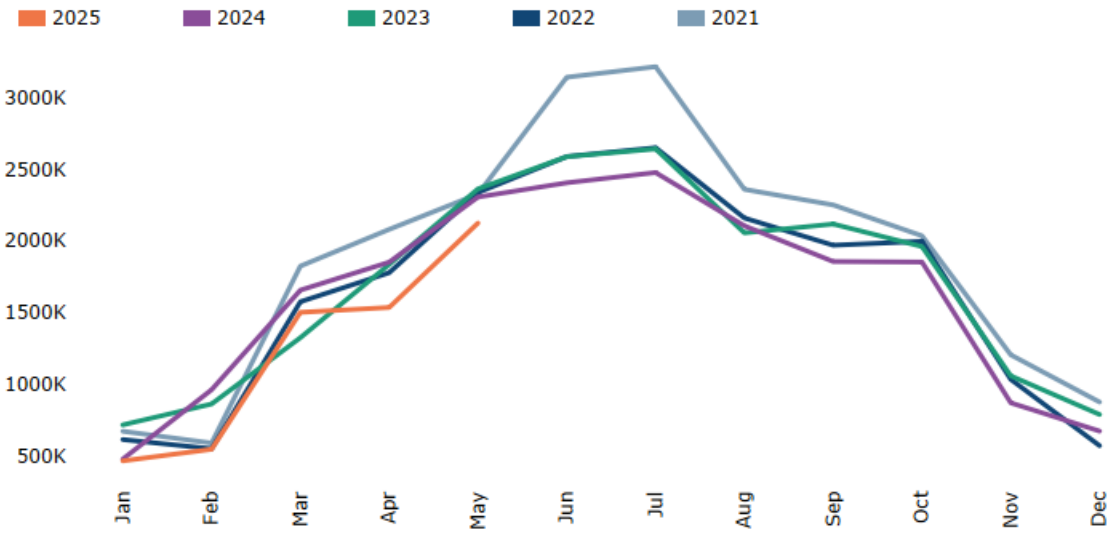


Monthly Visitation



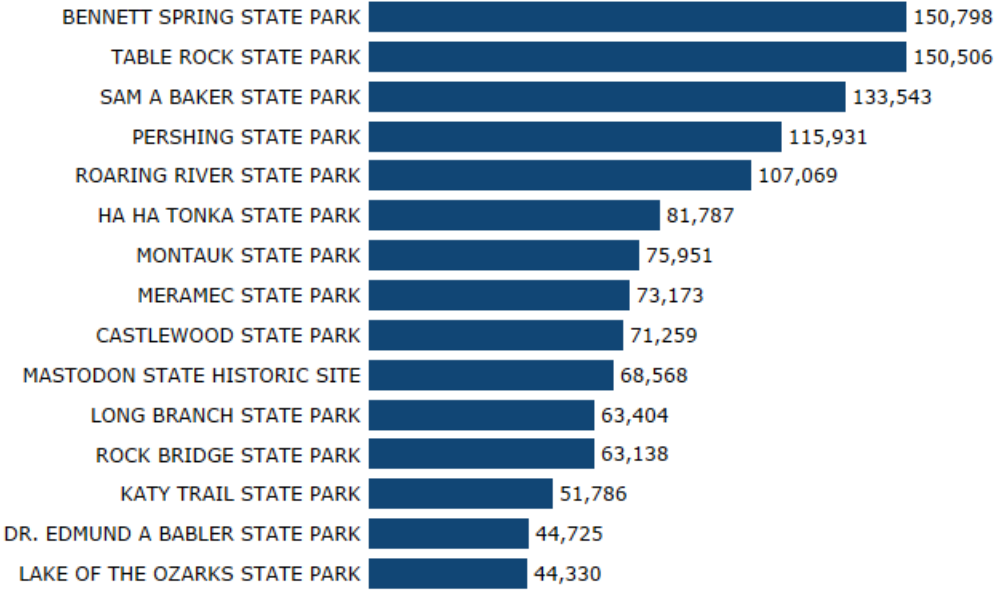
State Parks Visitors by Month

All Missouri State Parks

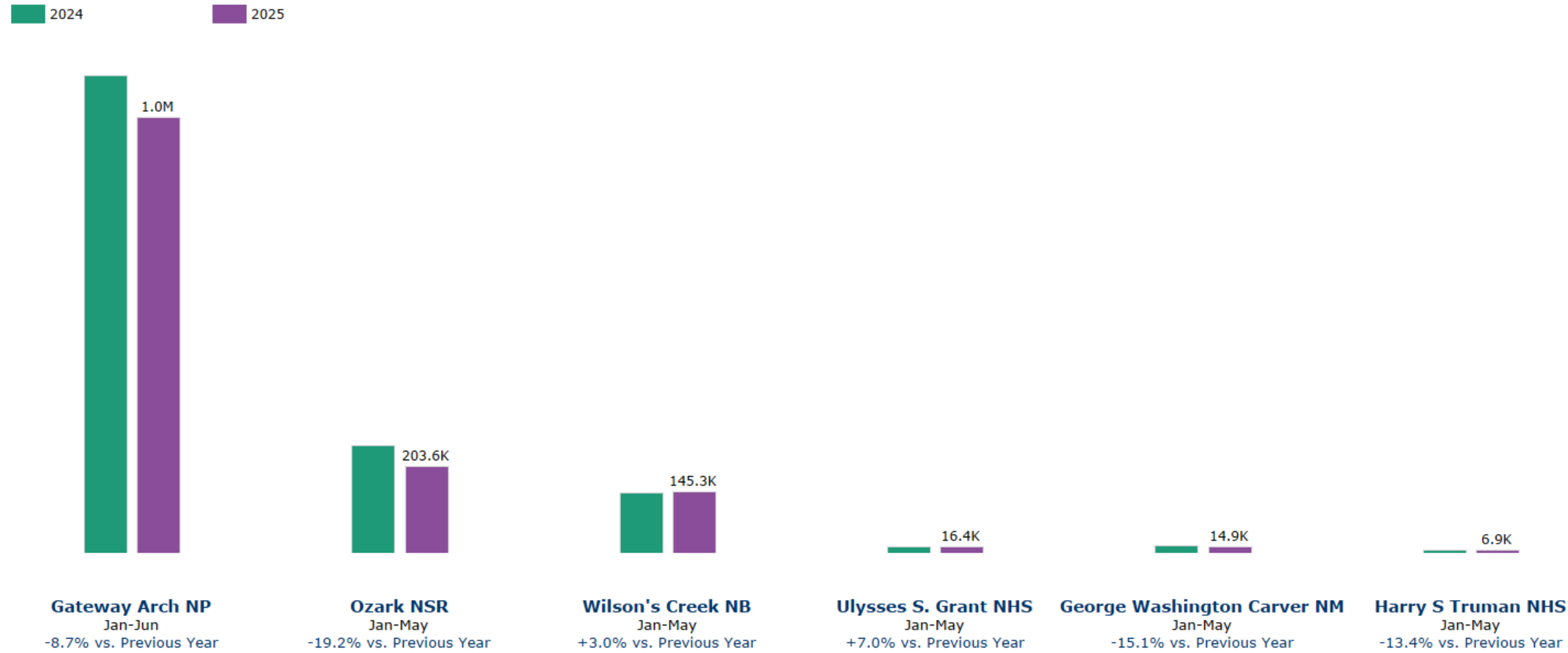


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in May 2025



Attendance by Park



Airport Throughput by State

May 2025

Month
May 2025

Primary State
Missouri

Comparison State 1
Illinois

Comparison State 2
Tennessee

Compare to
Previous Year

Report Type
Month



MOM
▲ 15.8%

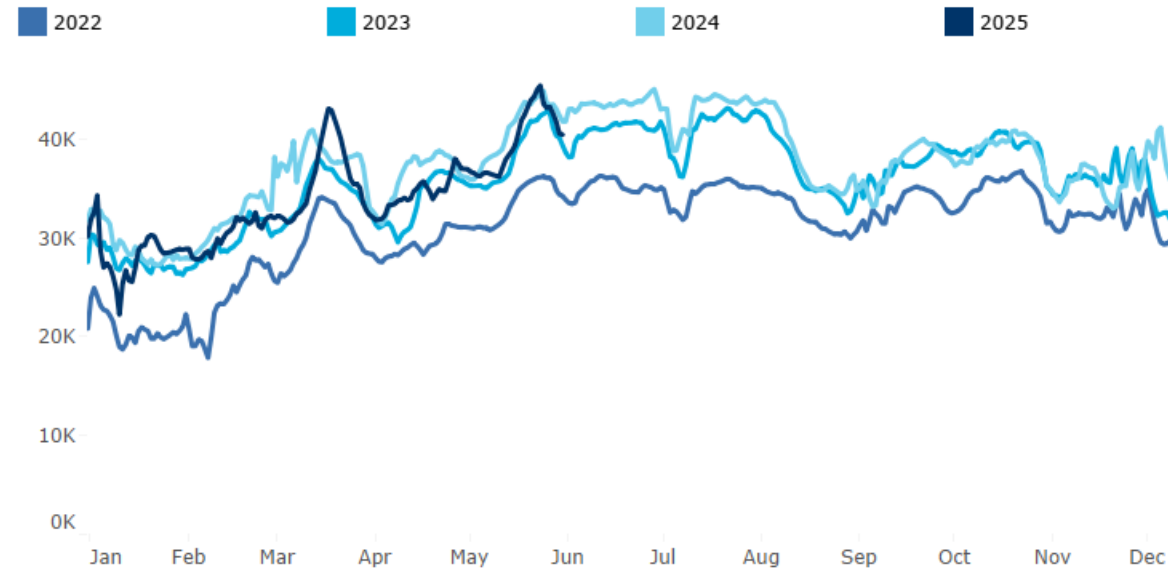
May 2025 YOY
▼ -3.3%

May 2025 vs. 2019
▲ 2.3%

Month YOY vs. Previous Year
▼ -3.3%

Throughput: Missouri

7 day moving average trend



Source: TSA

Competitive Set Throughput

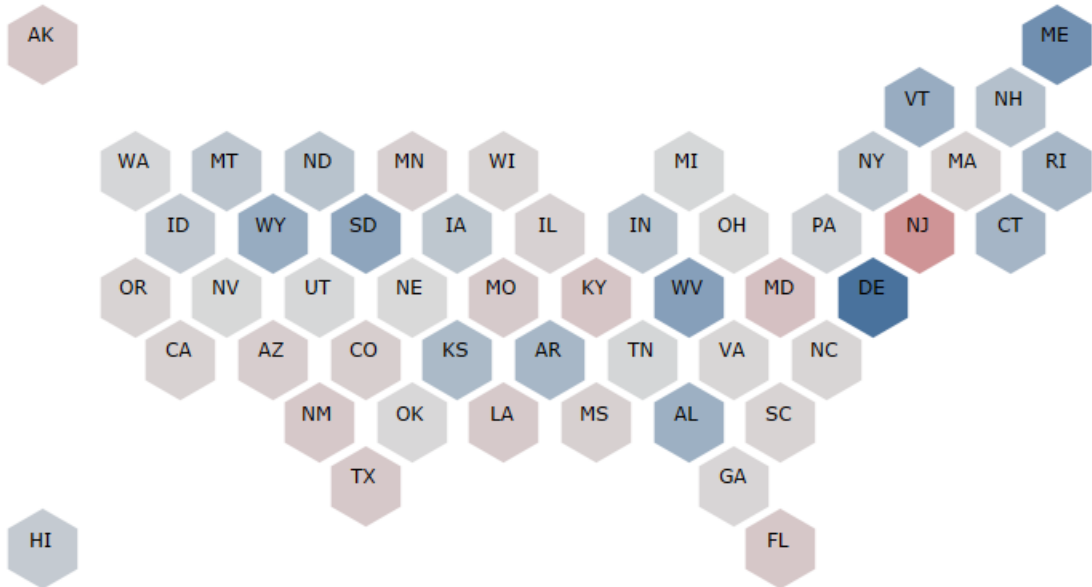
Last 6 months, vs the same months in 2024

	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Missouri	+6%	-1%	-8%	-3%	-5%	-3%
Illinois	+8%	+3%	-1%	+3%	+1%	-2%
Tennessee	+4%	+2%	-5%	+3%	-1%	+1%
USA	+6%	+2%	-3%	+0%	+0%	-2%

Throughput by State of Departure

May 2025 Month vs the same time period in 2024 (Click to filter)

Throughput YOY
-50.0%+50.0%

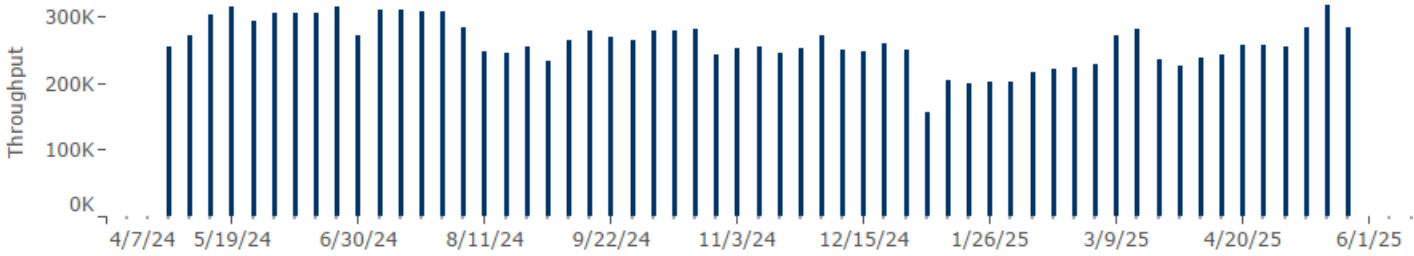


Missouri Throughput by Airport
May 2025

Month: May 2025 State: Missouri Compare to: Previous Year Report Type: Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2024

	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
All Airports	6%	-1%	-8%	-3%	-5%	-3%
St. Louis Lambert International	5%	-4%	-7%	-3%	-5%	-4%
Kansas City International	5%	-1%	-10%	-5%	-7%	-5%
Springfield-Branson National	14%	10%	-4%	14%	6%	8%
Columbia Regional	7%	12%	-8%	10%	5%	8%
Joplin Regional	71%	113%	55%	46%	55%	71%
Cape Girardeau Regional	24%	19%	-15%	8%	0%	2%
Waynesville-St Robert Regional Forney Field	18%	56%	-9%	18%	46%	28%
Kirksville Regional	14%	47%	-7%	5%	9%	4%
Branson Airport					-100%	-100%

Map View of Airports

May 2025 Month, % change relative to 2024
Click on airports to sort Throughput by Week chart

